

# NAVEEN.S

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## Summary

Results-driven **Front-End Developer** and **UI/UX Designer** with **6+ years of experience** delivering **responsive, accessible, and performance-optimized web applications** and **email marketing campaigns** for **SaaS, eCommerce, B2B, and B2C** industries. Expert in **JavaScript (ES6+), React JS, HTML5, CSS3, SCSS, and UI/UX design**, with proven success in **SEO (Search Engine Optimization)**, **web performance optimization**, and **cross-browser/email client compatibility**. Skilled in **marketing automation platforms** (Oracle Eloqua, Salesforce Marketing Cloud, Marketo), **data analytics tools** (Google Analytics, Tableau) and **email testing tools** (Email on Acid, Litmus) to ensure flawless rendering across devices. Delivered **150+ projects** achieving **100% Google PageSpeed scores** and **90%+ performance improvements**. Adept at collaborating with cross-functional teams in Agile environments to deliver innovative, user-centric solutions.

## Technical Skills

- **Front-End Development:** JavaScript (ES6+), React JS, Svelte, HTML5, CSS3, SCSS, jQuery, Bootstrap, SVG, GSAP, Animate.js, Scroll Magic, wow.js, Responsive Design, Cross-Browser Compatibility, Web Performance Optimization
- **Back-End Development:** Node.js, PHP, Laravel, MySQL, XAMPP
- **UI/UX Design:** Figma, Adobe XD, Adobe Photoshop, Canva, CorelDraw, User-Centric Design, Wireframing, Prototyping, User Journey Mapping, Material Design, WCAG, ARIA
- **Email Development & Marketing:** HTML Email Templates, Responsive Email Design, Email on Acid, Litmus, A/B Testing, Campaign Optimization, Cross-Client Compatibility
- **Marketing Automation & CRM:** Oracle Eloqua, SFMC, Marketo, UIPath Studio, Zoho CRM, Certain, WPP Open
- **Development Tools & Methodologies:** Git & GitHub, npm, VS Code, WordPress, Shopify, Postman, Jira, CI/CD Pipelines, Agile Methodologies, RESTful APIs, Code Debugging, FTP
- **Performance & Analytics:** Google Page Speed, GTmetrix, Google Analytics, Tableau
- **SEO & Digital Marketing:** Search Engine Optimization (SEO), On-Page SEO, Keyword Research, Web Accessibility

## Experience

### Associate Engineer - Technology

[Verticurl Marketing Pvt Ltd](#) | Coimbatore, India

September 2021 – Present

- Managed and optimized **end-to-end marketing automation campaigns** for **3 enterprise clients** (Rockwell Automation, Johnson & Johnson, Intel) using **Oracle Eloqua, Salesforce Marketing Cloud, and Marketo**.
- Developed **responsive HTML/CSS email templates** from Figma, Photoshop, and XD designs, ensuring pixel-perfect rendering across major email clients and devices.
- Implemented **automation solutions** with **UIPath Studio**, reducing manual effort and improving efficiency.
- Utilized **Zoho CRM** for client relationship management, improving data accuracy and engagement.

- Performed comprehensive email testing and quality assurance using **Email on Acid** and **Litmus** to ensure cross-client compatibility, responsive design, and optimal rendering.
- Executed **A/B testing** and performance analysis to optimize deliverability, open rates, and click-through rates.
- Collaborated with **cross-functional teams** to deliver digital marketing assets, meeting tight deadlines without compromising quality.

## UI/UX Designer & Full-Stack Developer

MI Softwares | Coimbatore, India

December 2020 – September 2021

- Designed and implemented **user-centric UI/UX solutions** for multiple web applications, ensuring compliance with **WCAG/ARIA accessibility standards** and enhancing usability.
- Developed and maintained **responsive, high-performance front-end interfaces** using **React JS (JavaScript ES6+)**, **HTML5**, **CSS3**, ensuring cross-browser compatibility and mobile-first design principles, integrated seamlessly with **Laravel** and **Node.js** back-end systems via RESTful APIs.
- Created **custom CMS dashboards** tailored to client workflows, improving content management efficiency.
- Implemented **CI/CD pipelines** with GitHub Actions, reducing deployment time and improving release reliability.
- Designed and prototyped **mobile applications** with User Journey Mapping for Android, iOS, and cross-platform frameworks, focusing on intuitive navigation and seamless user experience.

## Front-End Developer

Cloud Dreams | Coimbatore, India

March 2019 – December 2020

- Developed **100+ responsive websites** and HTML email templates using **HTML5**, **CSS3**, **JavaScript**, **SCSS** with full cross-browser and cross-client compatibility.
- Implemented advanced animations and interactive elements using **GSAP**, **Scroll Magic**, improving user engagement.
- Converted **PSD/XD/Figma designs** into pixel-perfect, fully functional HTML/CSS templates.
- Optimized assets and code to achieve **90%+ PageSpeed scores**, reducing load times to **less than 2 seconds**.
- Collaborated with designers in **Figma** and **Adobe XD** to translate wireframes into high-quality, production-ready code.
- Integrated **SEO best practices** into front-end builds, improving organic search visibility for client websites.

## On-the-job Trainee – Web Design & Development

Infoem Solutions | Namakkal, India

December 2018 – January 2019

- Assisted in the development of **client websites** and basic HTML templates using **HTML5**, **CSS3**, **JavaScript**, **jQuery**, **PHP**, **MySQL**.
- Gained hands-on experience with **responsive design** techniques and cross-browser compatibility testing.
- Worked with **WordPress** and **Bootstrap** to create functional, mobile-friendly layouts.
- Collaborated with senior developers to troubleshoot and debug code, improving site performance and stability.
- Participated in **UI/UX design discussions**, contributing ideas for improving usability and accessibility.

## Projects

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**Online Portfolio:** <https://naveens-dan.github.io/Portfolio/>

- Developed a personal portfolio website entirely with **vanilla JavaScript** and **custom CSS**, showcasing interactive UI elements such as a custom cursor, 3D rotating cube, and particle animations to enhance visual engagement.
- Implemented a **Dark/Light theme toggle** with **localStorage persistence** to remember user preferences, and built a **custom search feature** with real-time filtering for improved navigation.
- Achieved a **100% Google PageSpeed score** on both mobile and desktop by optimizing assets, minimizing code, and leveraging browser caching.
- Designed with a **mobile-first, responsive layout** ensuring consistent UI across devices and screen sizes.
- Applied **WCAG accessibility standards** and semantic HTML for inclusive design and better SEO performance.

### Selected Live Projects:

- **Rockwell Automation:** Multi-lingual international website — <https://www.rockwellautomation.com/en-us.html>
- **Cloud Dreams:** Corporate website with advanced animations — <https://clouddreams.in>
- **MI Softwares:** Modern responsive company website — <https://misoftwares.com>
- **CODISSIA:** Industrial association website with custom CMS — <https://codissia.com>
- **TagYourTaxi:** Taxi booking platform corporate site — <https://tagyourtaxi.com>
- **5k Car Care:** Franchise car care service website — <https://5kcarcare.com>
- **DOBBS Public School:** Creative school website — <https://dobbschool.com>

## Certifications

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- **Web Designing and Maintenance:** Infoem Solutions
- **Intro to Generative AI:** WPP Online Training
- **Marketing Automation:** WPP Online Training
- **Introduction to Prompt Engineering:** WPP Online Training

## Education

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- **Bachelor of Science (B.Sc.) in Mathematics:** Jairams Arts and Science College, Karur, India (2015 – 2018)
- **Higher Secondary Certificate (HSC):** Vivekanada Hr. Sec. School, Karur, India (2014 – 2015)
- **Secondary School Leaving Certificate (SSLC):** MPL Kumaran School, Karur, India (2012 – 2013)

## Additional Info

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- **Languages:** Tamil(*Fluent*), English(*Fluent*), Hindi(*Basic*)
- **Hobbies:** Audio Books, Music, YouTube, Anime, Chess
- **Nationality:** Indian